

# Substance Abuse Prevention

## Environmental Prevention Needs Assessment Workbook SFY2014



### Part 3 Analysis & Recommendations

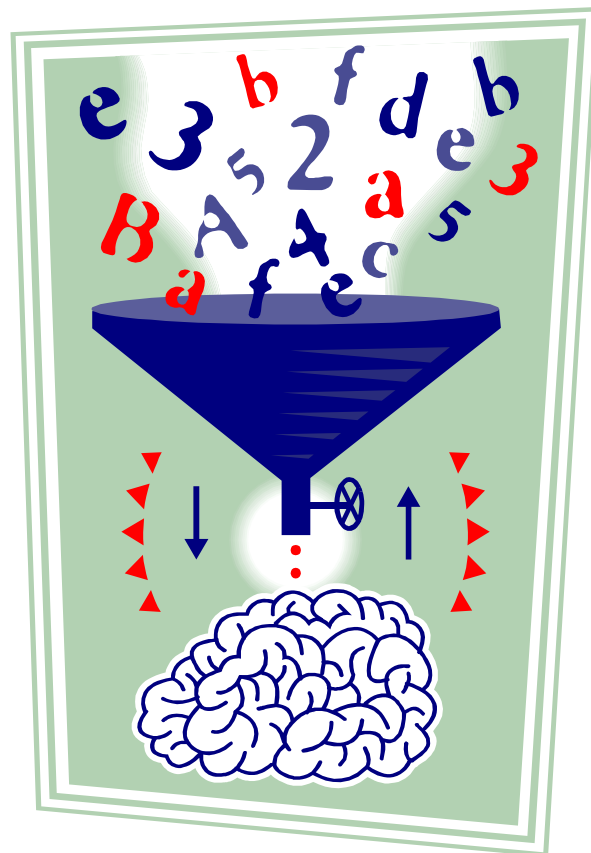
Liberty County

Version 1  
August 2013

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# Problems



**Task One:**  
**Explore Consequence and Consumption Data in Your Community**  
**in Order to Identify What Problems are of Greatest Concern**

## CONSEQUENCES – PART 3

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Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

### Motor Vehicle Crashes

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One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

#### **QUESTION 1 Motor Vehicle Crashes**

Based on Tables 2 through 4 and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

From 2008-2012 rates for alcohol related crashes with injuries for all races in Liberty County is lower than the rate across the state. For this time period, Liberty had 34.55 alcohol related injuries for every 100,000 people while the state had 119.96 per 100,000 people. From 2008-2012 rates for alcohol related crashes with fatalities for all races in Liberty County is lower than the rate across the state. Libertys' rate per 100,000 is 0.00 compared with at the state for 8.60 per 100,000 people. In 2009 and 2012 there were zero alcohol-related crashes with fatalities for the county. Liberty County has had zero alcohol related crashed with fatalities in Native Americans from 2008-2012. There is no Liberty County DUI Task Force.

## **Underage Drinking and Driving**

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### **QUESTION 2 Underage Drinking and Driving**

Based on Tables 5 through 7 and your community's own local data, how does underage drinking and driving in your community compare to drinking and driving across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Liberty County only has judicial data available. It is judicial district #12 which includes Hill and Chouteau County. The rate of drinking and driving reported in the Montana Prevention Needs Assessment (MPNA) by Liberty judicial students has been more than the state rate since at least 2008. Liberty judicial's rate decreased from 18.4% in 2008 to 15.5% in 2012. Montana's rate has decreased from 14.1% in 2008 to 9.3% in 2012.

Rates for Native American have also dropped from 2008 but still remain higher than all races combined. According to the 2013 YRBS (Youth Risk Behavior Survey) 16.6% of Urban and Reservation Native Americans reported they had driven a vehicle when they had been drinking. This is compared to 12.6% of students reported at the state level in the same year.

## **High School Students Riding in Car Driving by Someone Who Has Been Drinking**

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### **QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking**

Based on Tables 8 through 10 and your community's own local data, how does high school students riding in a car driven by someone who has been drinking in your community compare students riding in a car driven by someone who has been drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Liberty County only has judicial data available. In 2008, 8.8% more Liberty judicial students reported riding in a car driven by someone who had been drinking than did their peers across the state. From 2008 to 2012, the rate of this risk behavior decreased by 3% for Liberty judicial students and by 7.8% for Montana high school students. In 2012, 38.9% of Liberty judicial County students reported riding with a drinking driver compared to 25.3% of Montana high school students. The difference in rates between Liberty judicial and Montana students is large.

There is a significant problem with Native American students who rode with someone in a vehicle who had been drinking vs all other races. In 2012, 27.2% of Urban area Native Americans had reported riding with someone who had been drinking and 31.9% of Reservation area Native Americans had reported riding with someone who had been drinking. This is in comparison to 24.5% state wide.

## **Final Consequence Question**

### **QUESTION 4**

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how is motor vehicle crashes, underage drinking and driving, and high school students riding in vehicles driven by driver who had been drinking impacting your community? Explain the rationale for your response.

Every one of the above questions for Liberty County is higher than the state average except for alcohol crashes. Alcohol crashes are lower than the state. Students who reported riding in a vehicle after the driver had been consuming alcohol are higher than the state. The data is not a complete picture, because it does include Pondera, Toole and Glacier County as part of the judicial district. More data will need to be collected at the county level for FY15.

## **CONSUMPTION – PART 3**

This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge drinking, underage drinking and driving, and high school students riding in cars driven by someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus for will be binge drinking.

## **Underage Binge Drinking**

### **QUESTION 5 Underage Binge Drinking**

Based on Tables 11 through 14 and your community's own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Liberty County only has judicial data available. From 2008-2012, the percentage of students that reported they binge drank in the last two weeks has decreased in Liberty judicial from 28% to 24.4%. Montana has also decreased students who reported binge drinking in the last two weeks from 24.5% in 2008 to 21.2% in 2012. In 2012, 25.3% of Native American students reported they binge drank in the last two weeks. This is around the rate than students of all races in Liberty judicial and Montana.

The rate for Native Americans reporting binge drinking has decreased from 22.3% in 2008 to 15.5% in 2012. According to the YRBS binge drinking increases among Native American Youth when they report binge drinking in the past 30 days. In 2009, 34.6% of Urban area Native Americans reported binge drinking in the past 30 days and 38.3% of Reservation area Native Americans reported binge drinking in the past 30 days compared with 30.1% of

Montana students. These rates did decrease to 30.1% of Urban area Native Americans, 25.2% of Reservation area Native Americans and 23.5% of Montana students.

## **Adult Binge Drinking**

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### **QUESTION 6 Adult Binge Drinking**

Based on Tables 15 and 16 and your community's own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Not available at this time. This will be focused on to report in FY15.

## **Underage Drinking (30 Day Use for Alcohol)**

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**QUESTION 7 Underage Drinking** Based on Tables 17 through 19 and your community's own local data, how does underage drinking in your community compare to underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Liberty County only has judicial data available. Since 2008, the percentage of students drinking in the past 30 days for all races has decreased 4.5% in Liberty judicial and 3.3% in Montana. The percentage of students drinking in the past 30 days is 1.4% higher in Liberty judicial than in Montana in 2012.

According to the YRBS in 2013, 39.7% of Urban area Native Americans reported drinking in the past 30 days compared with 36.0% of Reservation area Native Americans and 37.1% of Montana students.

## **Prescription Drug Abuse by Youth (30 Day Use)**

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### **QUESTION 8 Prescription Drug Abuse**

Based on Tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In 2012, 11.7% of Liberty judicial students reported using prescription drugs in the past 30 days while across the state only 3.5% of students reported using prescription drugs in the past 30 days. From 2010-2012, Liberty judicial students have increased their use of prescription drugs from 6.0% to 11.7% while Montana students have reported a decrease from 4.0% in 2010 to 3.5% in 2012.

According to the YRBS in 2013, 25.2% of Urban area Native Americans reported drinking in the past 30 days compared with 19.7% of Reservation area Native Americans and 18.4% of Montana students. Prescription drugs are becoming a major problem in Liberty County.

## **Final Consumption Question**

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### **QUESTION 9**

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

Prescription drug abuse is becoming more prevalent in Liberty County while underage drinking, adult binge drinking and underage binge drinking are decreasing among all races. More policies and education need to be done when concerning prescription drugs. The data is not a complete picture, because it does include Hill and Chouteau County as part of the judicial district. More data will need to be collected at the county level for FY15.

## **RISK FACTORS - PART 3**

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### **Perception of Parental Disapproval/Attitude**

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#### **QUESTION 10 Parental Attitudes and Disapproval**

Based on Table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

From 2008-2012, the percentage of students perceive parental disapproval towards alcohol/drug use for all races has increased from 82.2% to 95.5% in Liberty judicial. Montana students have reported an increase from 80.2% in 2008 to 81.8% in 2012.

### **Perception of Peer Disapproval/Attitude**

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#### **QUESTION 11 Peer Attitudes and Disapproval**

Based on Table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.



From 2008-2012, the percentage of students perceive peer disapproval towards alcohol/drug use for all races has increased from 64.1% to 70.3% in Liberty judicial. Montana students have reported an increase from 80.2% in 2008 to 81.8% in 2012.

## **Perceived Risk/Harm of Use**

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### **QUESTION 12 Perceived Risk/Harm of Use**

Based on Tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

There was no great difference between the percentage of Liberty judicial students and Montana students who perceive risk/harm in having 5+ alcohol drinks every weekend. Approximately 76% of students believed binge drinking on the weekend was harmful. 66.5% of judicial district students perceived 1-2 drinks as harmful every day while only 64.1% of Montana students thought the same. 20.5% of Liberty judicial students believe it is cool to drink alcohol regularly while 23.5% of Montana students believe the same. 75.8% of Liberty judicial students believe it is wrong to drink alcohol while 71.6% of Montana state students reported the same. Even with these high perceptions, it is still considered the norm to drink underage in Montana

## **Family Communication around Alcohol/Drug Use**

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### **QUESTION 13 Family Communications around Alcohol/Drug Use**

Based on Table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The percentage of students who have talked with a parent about the dangers of alcohol or drug use in the past 12 months in Liberty judicial in 2012 is 55.0% compared with 61.0% across Montana. 2008 was the biggest difference between Liberty judicial (40.6%) and Montana (62.1%). But the rate of students who talk with their family about alcohol/drug use in Liberty judicial is rising and becoming a lot closer with state rates.

## **Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.**

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### **QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.**

Based on Table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The percentage is higher for Liberty judicial of students who believe that alcohol is causing problems in areas related to financial, legal, emotional, etc. than across Montana (13.7% vs. 8.9%) in 2012. 12<sup>th</sup> grade has consistently been lower in Liberty judicial from 2008-2012 than across the state. For example in 2012, 8.3% of students believe that alcohol is causing problems vs. 10.1% across the state. In 2008 and 2010 Liberty judicial had a lower percentage of students who believe that alcohol is causing problems than students across the state. The percentage in 2010 was 4.8% in Liberty judicial and in 2012 it shot up to 13.7%.

## **Final Risk Factors Question**

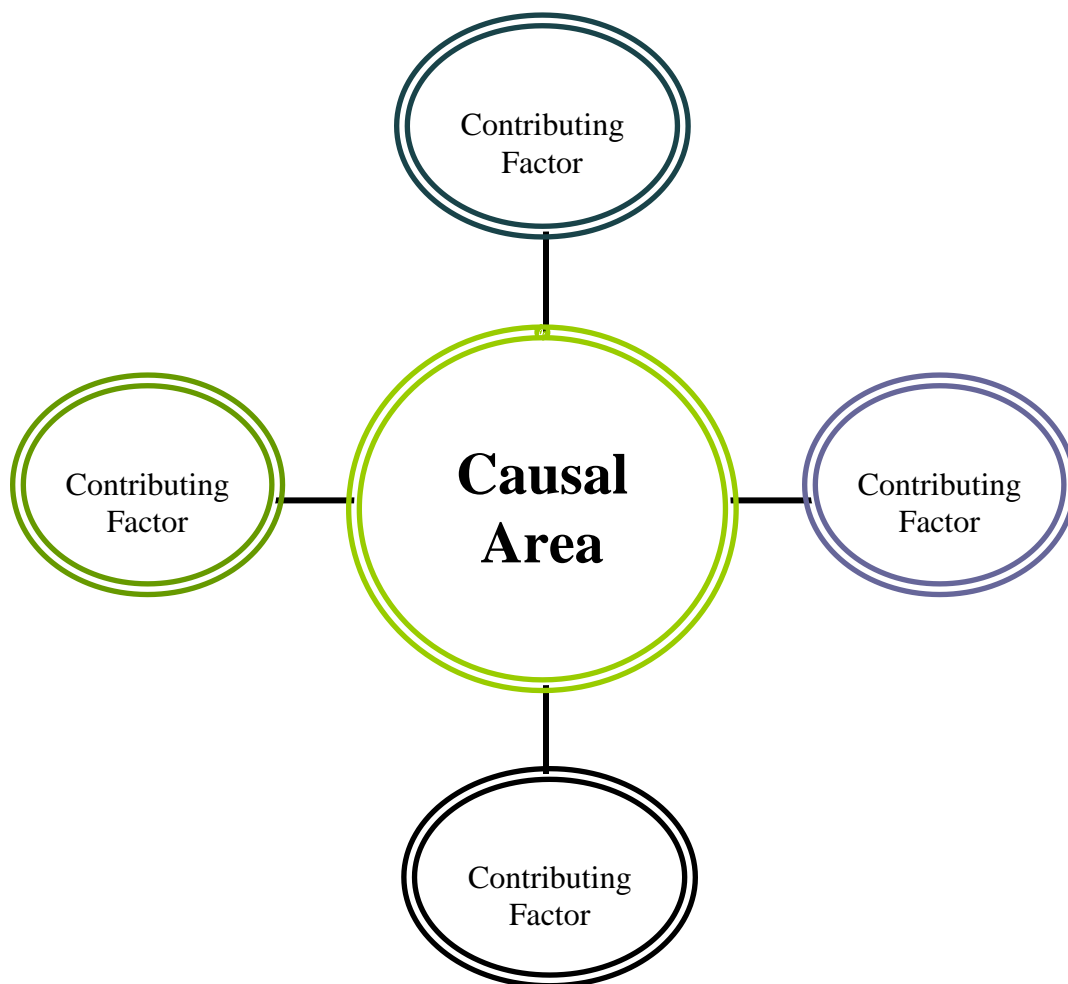
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### **QUESTION 15**

Based on the risk data collected in questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

Risk data for Liberty County is equal to the state in most sections overall. And in some sections Liberty County has higher perception of risk than across the state. This does not match the PNA data of the rates of binge drinking that is higher than Montana and riding with someone who is drinking and also drunk driving. The data is not a complete picture, because it does include Hill and Chouteau County as part of the judicial district. More data will need to be collected at the county level for FY15.

# Causal Areas



**Task Two:**  
**Gather Data on Four Causal Areas**

## RETAIL AVAILABILITY – PART 3

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### Compliance Checks

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The selling of alcohol to minors or to individuals who are intoxicated can contribute to the misuse of alcohol in your community. One measure of this is the failure of compliance checks by retail outlets. Collect the following data for your community. If compliance checks are conducted by more than one agency, it will be necessary to collect data from multiple law agencies in your community (Sheriff, Deputy, City Police, Tribal Law Enforcement, and Highway Patrol). In some counties, the DUI Task Force may have compliance check data available.

#### **QUESTION 16 Compliance Checks**

Based on Workbook Part 2 (Local Data) - Table 2-3 does the failure percent seem to be rising or staying the same. Discuss the impact this may be having on your community.

Compliance Checks are not done in Liberty County.

#### **QUESTION 17 Compliance Checks**

If your community does not do compliance checks, does them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please the rationale for your response.

Compliance checks lead to a decrease in alcohol availability and a decrease in alcohol availability leads to a decrease in use by youth. This way the youth has no access to the alcohol if the stores know that they need to card every person who comes to their establishment to buy alcohol. This will stop youth from being able to purchase alcohol and even stop them from trying to buy it. Compliance checks are an important part of environmental prevention

## **Alcohol Seller/Server Training**

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### **QUESTION 18 Alcohol Merchant Retail Sales Training**

Discuss the trends shown in Workbook Part 2 (Local Data) - Table 2-4. How does the number of Alcohol Merchant Retail Sales Trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

There are no merchant trainings at this time in Liberty County.

### **QUESTION 19 Alcohol Merchant Retail Sales Training**

If your community does not hold RBSS trainings, how might this affect binge drinking and drinking and driving in your community?

RBSS trainings help sellers of alcohol to not sell to underage buyers by knowing when to ID and how to spot a fake ID and to know what types of IDs are acceptable to buy alcohol. These trainings also help to not over-serve customers who are drinking at an establishment. Without these proper trainings, sellers are more likely to contribute to underage drinking by not carding appropriately or catching fake IDs. They are also more likely to contribute to binge drinking and drinking and driving by over-serving customers and by not recognizing the laws that are in place that put bars as liable for alcohol crashes.

## **Retail Availability Questions**

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### **QUESTION 20**

Based on information gathered about liquor licenses Workbook Part 1 - Table 32, alcohol compliance checks, Alcohol Merchant Retail Sales Trainings and other local data, what are the retail-availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

In Liberty County, there are 5 liquor licenses. That is one license for every 209.03 people, and there are no compliance checks being done at this time. Sellers who are not checked to be in compliance may sell alcohol to minors.

### **QUESTION 21**

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact

0

1

2

3

4

5

6

7

8X

9

10

Major impact

Compliance checks are not done in Liberty County and that is a great way to keep alcohol from getting into the hands of underage drinkers. This can lead to higher rates of binge drinking and drunk driving. Also Liberty County needs to implement RBSS trainings to help sellers take the training closer to the community.

## **CRIMINAL JUSTICE – PART 3**

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### **QUESTION 22 Conviction Rates**

Based on Table 2-5, discuss the impact the conviction rate may be having on your community.

Not available at this time. This will be focused on to report in FY15.

### **QUESTION 23**

Based on Workbook Part 2 Table 2-6, identify any specific type of crime that has a conviction or dismissal rate noticeably different than others.

Not available at this time. This will be focused on to report in FY15.

## **Key Informant Interviews with Law Enforcement**

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff's department you are encouraged to do an interview with both the Chief of Police and the Sheriff but consider what interviews would be the most appropriate and informative for your community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forest Service.

### **QUESTION 24 Key Law Enforcement Interviews**

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

Not available at this time. This will be focused on to report in FY15.

**QUESTION 25 Key Law Enforcement Interviews**

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and driving in your community? What appears to be the primary reasons they are not pursuing identified efforts?

Not available at this time. This will be focused on to report in FY15.

**Use of Local Ordinances****QUESTION 26 Use of Local Ordinances**

Based on Workbook Part 2 (Local Data) - Table 2-7, discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?

Not available at this time. This will be focused on to report in FY15.

**QUESTION 27 Use of Local Ordinances**

Are there ordinances which do not exist in your community but which may be especially effective in addressing your binge drinking or drinking and driving in your community? If so, which ones, and why?

Not available at this time. This will be focused on to report in FY15.



## Other Local Data: Criminal Justice

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.

## Criminal Justice Questions

### QUESTION 28

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

Not available at this time. This will be focused on to report in FY15.

### QUESTION 29

Based on the considerations in Question 21, to what degree do you believe the concerns around criminal justice are contributing to binge drinking and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9	10	

Not available at this time. This will be focused on to report in FY15.

## **SOCIAL AVAILABILITY – PART 3**

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Social availability includes the obtaining of alcohol from friends, associates and family members, but it also refers to the availability of alcohol at gatherings such as parties and other social events where the alcohol is provided as part of the event.

### **QUESTION 30 Prevention Needs Assessment**

Based on Tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Overall the perception for getting caught drinking alcohol by the police in Liberty judicial has increased. It is a smaller problem than the perception across the state. It is 19.6% higher in Liberty judicial than in Montana. For all grades from 2008-2012 the perception for getting caught drinking by police has been higher than across Montana.

The percentage of students who have the perception of getting caught drinking alcohol by their parents is lower overall in Liberty judicial vs. across the state. And since 2008 the percentage rate has lowered from 47.9% to 43.7%.

There is actually a higher perception of getting caught by the police than getting caught by parents in Liberty judicial. Overall 45.8% of students reported they thought they would get caught by the police if they drank alcohol vs. 43.7% of students reported they thought they would get caught by parents if they drank alcohol. This is backwards of what is seen across the state. 26.2% of students across the state were worried about police while 52.1% were worried about their parents.

## **Social Availability Questions**

### **QUESTION 31**

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

Overall in 2012 in Liberty judicial 53.9% of students believe they could get alcohol easily compared with 66.6% of students across Montana. In previous years Liberty judicial was very close to Montana in believe alcohol could be easy to obtain.

**QUESTION 32**

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact										Major impact
0	1	2	3	4	5X	6	7	8	9	10

Students have a very high perception of getting caught by police where as they do not have a high perception of getting caught by their parents. The two are very close to being the same percentage of students. PNA data also shows that students who could easily get alcohol was lower than that across the state. This means it is harder for students to get alcohol than across the state.

**PROMOTION – PART 3**

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Promotion refers to attempts by alcohol retailers and the alcohol industry to increase demand through the marketing of their products. Once again, this will require some original data collection to acquire a sense of the depth and potential impact of various marketing tactics surrounding alcohol in your community.

**Advertising**

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**QUESTION 33 Advertising**

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

Overall the level of alcohol advertising in Liberty County is not excessive. There were only 5.1% of buildings that had signage of alcohol and only 2.6% of them had three or more. There were 8 billboards in Liberty County and zero of them had alcohol advertisements. One area that is excessive is sponsorship of local events. There were 43 community events with 11 of them having alcohol sponsors. In the Liberty County times, over 4 weeks, they had 4 alcohol advertisements with one alcohol related news article. The only excessive advertising was the Great Falls Tribune where one week they had 53 alcohol advertisements including promotional events. But this would make sense as the Great Falls tribune covers a wider area than just Liberty County.

**QUESTION 34 Advertising**

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

The biggest impact that alcohol advertising has on Liberty County is through sponsorships of community events. There is a drinking culture surrounding community events. With regards to the rest of the promotion there is not a lot of effect that it would have on the community as there is not a lot of alcohol advertising.

**QUESTION 35 Alcohol-Related News Articles**

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

Total there were 114 alcohol advertisements in the four weeks with 49 of those being promotional events compared with 23 articles that were alcohol related in the Great Falls Tribune. In Liberty County Times there were 4 alcohol advertisements with 3 of them being for promotional events compared with one article. This shows that there are a lot of events that are surrounded by alcohol. There are not a lot of articles that show the negative sides of alcohol when compared with alcohol advertisements. Alcohol is being portrayed by print media as fun and that you need it to have a successful event. It may have a high number of alcohol advertisements and portray alcohol without a lot of negative consequences, but it does not have a significant impact on binge drinking and drinking and driving. In the day and age of technology and social media, people do not get their news from newspapers anymore. They do not read the paper. They get their information from Twitter or Facebook and these are the news stories not the advertisements in the paper. More and more companies are starting to advertise on social media sites. This can actually make users more interactive with the companies by posting pictures of their product or signing up for drawings.

## Promotion Questions

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### QUESTION 36

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and driving and the associated consequences in your community? Explain the rationale for your response.

The major concern around promotion in Liberty County is the events that have alcohol at them. Over service happens a lot at these events which leads to increase in binge drinking and drinking and driving. And people believe that youth can easily access alcohol at events like this where this is not as much over sight as there would be in a regular bar setting.

### QUESTION 37

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6X	7	8	9	10	

Overall promotion is not excessive in regards to print media, signs and billboards, but it is excessive in community events. A lot of community events happen around alcohol and usually those kinds of events are easy for youth to get a hold of alcohol. It can also help to attribute to binge drinking due to high amounts of alcohol that is served. A lot of servers don't pay attention at community events to over service, which can lead to people drinking too much. This can lead to increase in drunk driving as well.

## SCHOOL POLICIES – PART 3

### QUESTION 38

Based on information gathered from your school districts, what are the concerns around how those policies contribute to either the underage substance use or reduce underage substance abuse and the associated consequences in your community? Explain the rationale for your response.

There are ATOD policies in Liberty County school districts that enforce ATOD policies. It does help to reduce underage substance abuse by setting clear guidelines that ATOD will not be tolerated. If they are caught they face suspension from school. Not only do the schools have policies for students who are not involved in extra-curricular activities, but they enforce an extra set of policies for students who are involved with extra-curricular activities.

### QUESTION 39

Based on these considerations, to what degree do you believe your school district's policies and programs in your community are impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact  
0      1      2      3      4X      5      6      7      8      9      10  
Major impact

The school district policies in Liberty County help to have clear messages to students about what is acceptable in the school environment. They set clear guidelines that ATOD use will not be tolerated among the student population. It is also enforced at school sponsored events which sends the message that it will ATOD use will not be accepted at any school function.

### MEDICAL FIELD INFORMATION – PART 3

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#### QUESTION 40

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug abuse in your area? Explain the rationale for your response.

Not available at this time. This will be focused on to report in FY15.

#### QUESTION 41

Based on these considerations, to what degree do you believe the medical field data you collect is impacting prescription drug abuse and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact

0

1

2

3

4

5

6

7

8

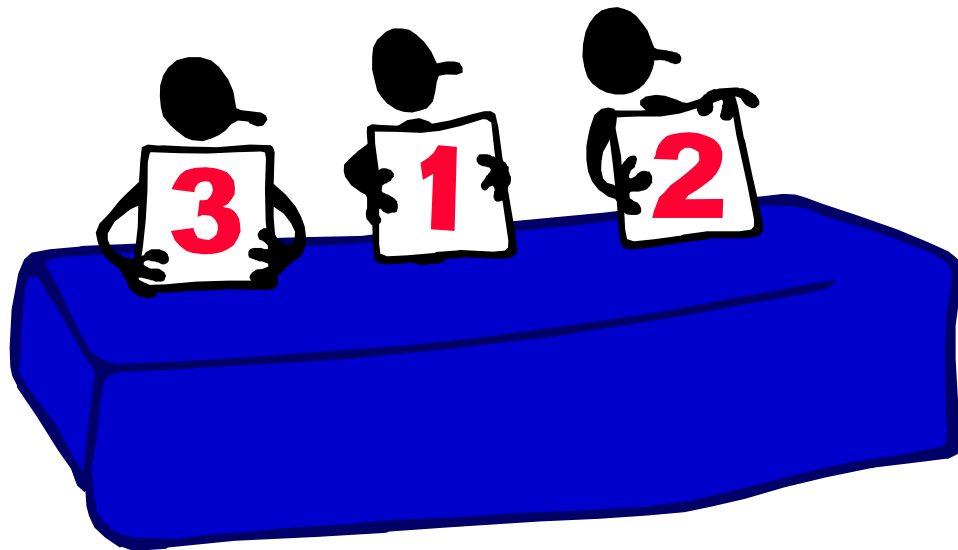
9X

10

Major impact

This number is based on MPNA data for prescription drugs. Liberty judicial district has a 8.2% higher rate than the state. Medical interviews need to be conducted in FY15 to get a more accurate picture of the problem.

# Prioritization



**Task Three:**  
**Rank the Four Causal Areas from the Greatest Contributor to Your  
Community's Problems to the Smallest Contributor**



## Prioritizing

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The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 14, 22, 25, and 29 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.

Score	Rank	Causal Area
8	2	Retail Availability
N/A	N/A	Criminal Justice
5	4	Social Availability
6	3	Promotion
4	5	School Policies
9	1	Prescription Drugs

**QUESTION 42**

Provide the rationale for your rankings of the causal factors.

Prescription drugs are ranked first due to the fact that Liberty County has an 8.2% higher rate of usage than the state.

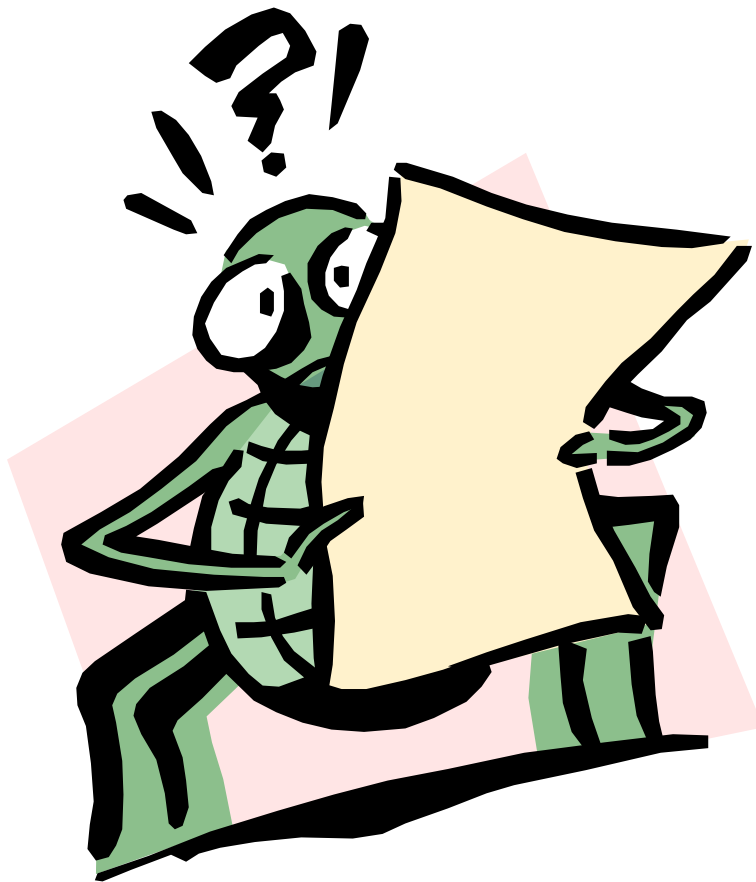
Retail availability is ranked second. Compliance checks are not done in Liberty County and that is a great way to keep alcohol from getting into the hands of underage drinkers. This can lead to higher rates of binge drinking and drunk driving. Also Liberty County needs to implement RBSS trainings to help sellers take the training closer to the community.

Promotion is ranked third. Overall promotion is not excessive in regards to print media, signs and billboards, but it is excessive in community events. A lot of community events happen around alcohol and usually those kinds of events are easy for youth to get a hold of alcohol. It can also help to attribute to binge drinking due to high amounts of alcohol that is served. A lot of servers don't pay attention at community events to over service which can lead to people drinking too much. This can lead to increase in drunk driving as well.

Social Availability is ranked fourth. Students have a very high perception of getting caught by police where as they do not have a high perception of getting caught by their parents. The two are very close to being the same percentage of students. PNA data also shows that students who could easily get alcohol was lower than that across the state. This means it is harder for students to get alcohol than across the state.

School policies are ranked fifth. The school district policies in Liberty County help to have clear messages to students about what is acceptable in the school environment. They set clear guidelines that ATOD use will not be tolerated among the student population. It is also enforced at school sponsored events which sends the message that it will ATOD use will not be accepted at any school function.

# Final Question



**Task Five:**  
**Determine What Combination of Causal Areas**  
**Your Community should Target**

## Your Final Conclusions

Now that you have considered the data surrounding your community's alcohol problems, as well as each causal area for these problems, you need to decide what to do. This decision will ultimately be part of your community's Strategic Plan and lead to very specific environmental evidence-based strategies for you to implement. For now, think about your data and especially your final rankings on page 66 as well as your resource assessment on page 69. Also, mull over the possible connections among the four causal areas. Would it be possible to target social availability without also targeting criminal justice/law enforcement? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

### Final Needs Assessment Question

#### QUESTION 43

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community? What specific causal factors will you target and why?

Prescription drugs are the top causal area to impact Liberty County. This has become a major problem over the past few years. Students who have reported taking prescription drugs in Liberty County is more than double than across the state.

According to the prioritization of the causal area, Liberty County needs to focus on retail availability. There are no compliance checks being done in Liberty County. There needs to be compliance checks done by local law enforcement to help decrease the number of youth that are trying to buy alcohol. This will put in environmental prevention strategies that have been proven to combat underage drinking, binge drinking and drinking and driving. Having merchant trainings done in Liberty County will also help to bring more education surrounding alcohol service to the community. Servers will not have to travel to take the training. This will help to bring down binge drinking rates.

The other causal area to focus on is promotion specifically when dealing with community events. Social norms need to change when dealing with community events. There are too many that focus on alcohol which is sending conflicting messages to our youth. Montana has a big drinking culture and a lot of what we do is surrounded by alcohol. We need to send clear messages to youth that you can have fun without using alcohol.